

Franchise Digital
Solutions

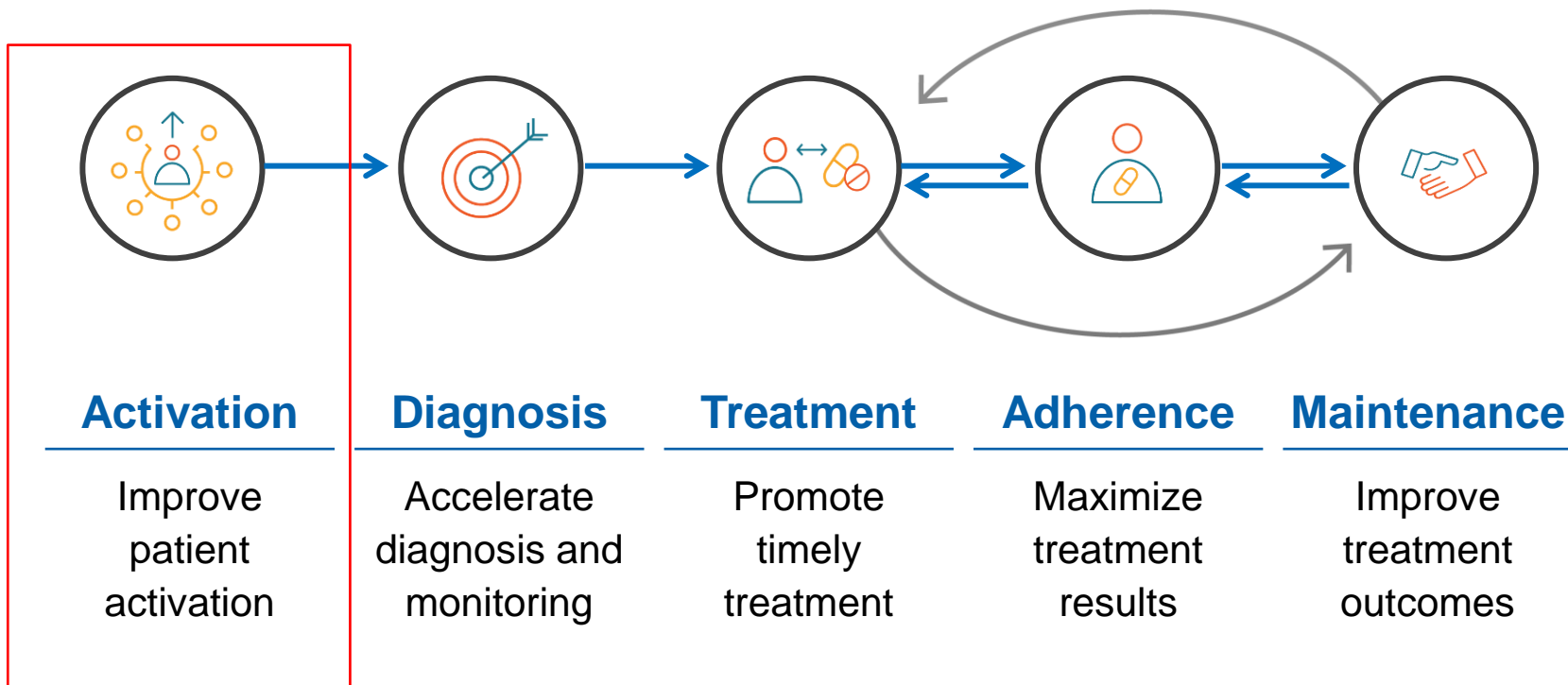


Alia Digital Health Companion

September 2018

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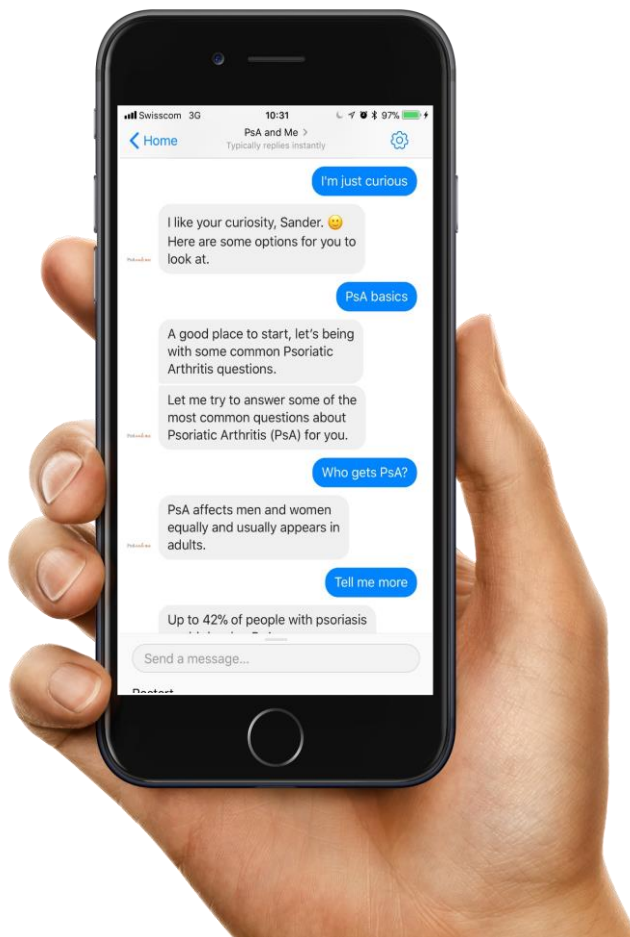
We are focused on addressing key needs within the customer journey



Alia Chatbot, Digital Health Companion



Chatbot that lives on Facebook Messenger and provides relevant content and engagement opportunities for people living with chronic skin conditions



16'058
Users



1'427
Repeat users



68'981
messages



The Skin to live in Facebook Messenger chatbot

- Alia is designed to pull in the most relevant skin condition resources from Skin to live in to help answer questions 24/7 ¹
- Enables personalized interaction
- DLQI Testing
- Decision Trees
- Planned - Natural Language Processing

1. <http://www.skintolivein.com/psoriasis-and-urticaria/meet-alia/>
2. <https://twitter.com/skintolivein>



Delivering value in 3 main areas

Strengthen share of voice

by increasing the
contact frequency
and using the
appropriate type
of communication
while optimizing
resource
allocation

Improve patient engagement

by delivering
high-quality
messages
tailored to specific
customer
segments through
the right channels
at the right time

Rise disease awareness

by using
non-personal
channels to
educate patients
on disease

Digital



Digital Therapeutics

September 2018

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Substance abuse represents a major public health burden

- Substance Use Disorder (SUD) is a chronic, relapsing disease caused by the recurrent use of alcohol or drugs
- For people with SUD, treatment has typically meant resource intensive face-to-face interactions and inconsistent quality in treatment
- Sandoz and Novartis work with innovative digital health leaders to enhance treatment outcomes by helping patients to better control their own healthcare ¹



1. <https://www.novartis.com/news/media-releases/sandoz-signs-agreement-pear-therapeutics-develop-and-commercialize-prescription-digital-therapeutics-patients-substance-use-disorder-and-opioid-use-disorders>

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reSET[®] and reSET-O[™] to help address the full burden of illness

- Sandoz has entered into a collaboration with Pear Therapeutics to commercialize and develop prescription digital therapeutics to effectively treat disease and improve clinical outcomes¹
- reSET is the first and only prescription digital therapeutic for Substance Use Disorder market-authorized by the FDA². It is intended to:
 - increase abstinence from a patient's substances of abuse during treatment
 - increase retention in the outpatient treatment program.
- reSET-O, a potential prescription digital therapeutic for treating Opioid Use Disorder currently under FDA review³

1. Novartis and Pear Therapeutics to develop digital therapeutics for patients with schizophrenia and multiple sclerosis. <https://www.novartis.com/news/media-releases/novartis-and-pear-therapeutics-develop-digital-therapeutics-patients-schizophrenia-and-multiple-sclerosis>, Published March 1, 2018. Accessed August 21, 2018.
2. FDA permits marketing of mobile medical application for substance use disorder. U S Food and Drug Administration. <https://www.fda.gov/newsevents/newsroom/pressannouncements/ucm576087.htm>. Published September 14, 2017. Accessed August 21, 2018
3. Sandoz signs agreement with Pear Therapeutics to develop and commercialize prescription digital therapeutics for patients with substance use disorder and opioid use disorders. <https://www.novartis.com/news/media-releases/sandoz-signs-agreement-pear-therapeutics-develop-and-commercialize-prescription-digital-therapeutics-patients-substance-use-disorder-and-opioid-use-disorders>. Published April 18, 2018. Accessed August 21, 2018



Important Safety Information

- **Warnings:** reSET is intended for patients whose primary language is English and who have access to an Android/iOS tablet or smartphone. reSET is intended only for patients who own a smartphone and are familiar with use of smartphone apps.
- Clinicians should not use reSET to communicate with their patients about emergency medical issues. Patients should be clearly instructed not to use reSET to communicate to their clinician any urgent or emergent information. reSET is not to be used for emergencies. In case of an emergency, patients should dial 911 or go to the nearest emergency room.
- The long-term benefit of treatment with reSET on abstinence has not been evaluated in studies lasting beyond 12-weeks in the Substance Use Disorder (SUD) population. The ability of reSET to prevent

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